

Rep Order# 6863878 Ver# 11 Mod# 1 Status Confirmed Traffic Order# 214601 Printed: 10/19/2012 12:45 PM 1 of 3  
 EC'd Yes Last Received: 10/19/2012 11:39 AM  
 Showing Buylines: All Lines

Station WISH-TV INDIANAPOLIS, IN Agency ( ) GREAT AMERICAN MEDIA Rep Firm ( ) PHILADELPHIA  
 Advertiser ( ) DSCC IE 3050 K ST NW Sales Office ( ) KATE BRADY  
 Product ISSUE WASHINGTON, DC 20007 Salesperson ( )  
 Estimate# 2094 Agency C/P1/P2/E 49/53/2094  
 Buyer Meredith Kaufman Flight Dates 10/16/2012 - 10/22/2012 Salesperson Phone# 215-567-6005  
 Phone# Hiatus Weeks Salesperson FAX# 215-567-5938  
 Fax#

--- CONTRACT COMMENT ---  
SC=\*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F,M	6A-7A	DAYBREAK @ 6	:30	\$650.00	10/16-10/22	2	1	2	\$1,300.00	
	2	TU-F,M	7A-8A	DAYBREAK/CBS THIS MORNING	:30	\$500.00	10/16-10/22	1	1	1	\$500.00	
	3	TU-F,M	11A-12P	THE PRICE IS RIGHT	:30	\$750.00	10/16-10/22	1	1	1	\$750.00	
	4	TU-F,M	12P-1230P	WISH-TV NEWS 8 @ NOON	:30	\$900.00	10/16-10/22	1	1	1	\$900.00	
	5	SU	9A-1030A	CBS SUNDAY MORNING NEWS	:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
	6	TU-F,M	4P-5P	ANDERSON	:30	\$300.00	10/16-10/22	1	1	1	\$300.00	
	7	TU-F,M	5P-530P	WISH-TV NEWS 8 AT 5	:30	\$900.00	10/16-10/22	1	1	1	\$900.00	
	8	TU-F,M	530P-6P	WISH-TV NEWS 8 AT 5:30	:30	\$900.00	10/16-10/22	1	1	1	\$900.00	
	9	TU-F,M	6P-630P	WISH-TV NEWS 8 AT 6	:30	\$900.00	10/16-10/22	1	1	1	\$900.00	
	10	SU	6P-7P	WISH-TV 6P NEWS WEEKEND	:30	\$800.00	10/21-10/21	0	0	0	\$0.00	
	11	TU-F,M	7P-730P	INSIDE EDITION	:30	\$850.00	10/16-10/22	1	1	1	\$850.00	
	12	TU-F,M	730P-8P	ENTERTAINMENT TONIGHT	:30	\$900.00	10/16-10/22	2	1	2	\$1,800.00	
	13	TU	9P-11P	DEBATE	:30	\$6,000.00	10/16-10/16	1	1	1	\$6,000.00	
	14	TU-F,M	11P-1135P	WISH-TV NEWS 8 @ 11	:30	\$1,500.00	10/16-10/22	2	1	2	\$3,000.00	

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	15	SU	11P-1130P	WISH-TV NEWS 8 @ 11	:30	\$1,500.00	10/21-10/21	1	1	1	\$1,500.00	
	16	SA	330P-7P	CBS COLLEGE FOOTBALL	:30	\$700.00	10/20-10/20	1	1	1	\$700.00	
	17	M	7P-8P	INSIDE/E.T.	:30	\$800.00	10/22-10/22	1	1	1	\$800.00	
	Buyline Comment: MKGD FOR 10/21 6-630P											

---REPORT TOTALS---

Report Totals: 19 / \$22,600.00

---SALES MONTHLY TOTALS---

Oct 12: 19 / \$22,600.00  
 Sales Totals: 19 / \$22,600.00  
 Station Totals: 19 / \$22,600.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$22,600	CABL 0%	WISH 100%	WNDY 0%	WRTV 0%	WTHR 0%
		WTTV 0%	WXIN 0%			

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books null  
 Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---

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CASH IN ADVANCE

Spot Manager: All, 10/16/12-10/22/12

Station	Advertiser	Product	Estim Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code	Placed	Rate	Ad-ID	Priority
Alt Order #: 06863878													
WISH	POL/DSCC IE	ISSUE	2094	Tues 9-11p	9-11p	:30	10/16/12		Tue Prime Other 1		\$6,000.00		P4
WISH	POL/DSCC IE	ISSUE	2094	CBS This Morning @7a	7-8a	:30	10/17/12	6:59:11 AM	Daybreak @ 6		\$500.00		P3
WISH	POL/DSCC IE	ISSUE	2094	Price Is Right	1056-12p	:30	10/17/12	11:58:43 AM	Price is Right		\$750.00		P1
WISH	POL/DSCC IE	ISSUE	2094	Inside Edition	658-730p	:30	10/17/12	7:06:44 PM	M-F 7-730p		\$650.00		P2
WISH	POL/DSCC IE	ISSUE	2094	Entertainment Tonight	728-8p	:30	10/17/12	7:46:15 PM	M-F 730-8p		\$900.00		P2
WISH	POL/DSCC IE	ISSUE	2094	News 8 @ 11 M-F	11-1135p	:30	10/17/12	11:07:45 PM	M LN M-F		\$1,500.00		P2
WISH	POL/DSCC IE	ISSUE	2094	Anderson Cooper	357-5p	:30	10/18/12	4:30:27 PM	M-F 4p-5p		\$300.00		P3
WISH	POL/DSCC IE	ISSUE	2094	News 8 @6	558-630p	:30	10/18/12	6:19:56 PM	News 8 @6		\$900.00		P2
WISH	POL/DSCC IE	ISSUE	2094	Entertainment Tonight	728-8p	:30	10/18/12	7:28:26 PM	M-F 7-730p		\$900.00		P2
WISH	POL/DSCC IE	ISSUE	2094	Daybreak @ 6	558-7a	:30	10/19/12	6:51:24 AM	Daybreak @ 6		\$650.00		P2
WISH	POL/DSCC IE	ISSUE	2094	News 8 @ 11 M-F	11-1135p	:30	10/19/12	11:07:29 PM	LN M-F		\$1,500.00		P2
WISH	POL/DSCC IE	ISSUE	2094	NCAA Football	(3:30:00 PM-7:00	:30	10/20/12		NCAA Football		\$700.00		P2
WISH	POL/DSCC IE	ISSUE	2094	News 8 Weekend/Sunday	558-7p	:30	10/21/12		News 8 Weekend/s		\$800.00		P1
WISH	POL/DSCC IE	ISSUE	2094	News 8 @ 11 Sunday	11-1130p	:30	10/21/12		LN Su		\$1,500.00		P2
WISH	POL/DSCC IE	ISSUE	2094	CBS Sunday Morning	858-1030a	:30	10/21/12		CBS Sunday Morni		\$1,500.00		P1
WISH	POL/DSCC IE	ISSUE	2094	News 8 @ 530p	530-6p	:30	10/22/12		News 8 @530		\$900.00		P2
WISH	POL/DSCC IE	ISSUE	2094	News 8 @5p	5-530p	:30	10/22/12		News 8 @5		\$900.00		P2
WISH	POL/DSCC IE	ISSUE	2094	Daybreak @ 6	558-7a	:30	10/22/12		Daybreak @ 6		\$650.00		P2
WISH	POL/DSCC IE	ISSUE	2094	Noon News	1158a-1230p	:30	10/22/12		Noon News		\$900.00		P1
											\$22,600.00		
											\$22,600.00		

[Filtered by: ] [Sorted by: Alt Order #]

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location	Date
----------------------	------

I, MAURA GILROY

do hereby request station time concerning the following issue:

Democratic Senatorial  
Campaign Committee

Broadcast Length	Time of Day Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

This broadcast time will be used by: \_\_\_\_\_

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

Economy

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

DSCC - Brian Smoot, Exec Director

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

120 Maryland Ave NE DC 20002

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

\_\_\_\_\_  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted ☐ Accepted in Part ☐ Rejected

\_\_\_\_\_  
Signature Printed Name Title

## AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any  
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

## INVOICE

## Remit Address:

**WISH**  
 90359 Collections Center Drive  
 Chicago, IL 60693  
 Main: (317) 923-8888  
 Billing: (317) 923-8888



## Billing Address:

Great American Media  
 Attention: Accounts Payable  
 3050 K Street Northwest  
 Washington, DC 20007  
 USA

Advertiser	POL/DSCC IE
Product	ISSUE
Estimate Number	2094

Invoice #	214601-1
Invoice Date	10/28/12
Invoice Month	October 2012
Invoice Period	10/01/12 - 10/22/12

Station	WISH
Account Executive	Petry Philadelphia
Sales Office	Petry/Philadelphia
Sales Region	National

Order #	214601
Alt Order #	06863878
Deal #	
Order Flight	10/16/12 - 10/22/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	49
Product Code	53

Agency Ref	IN3307/TO232
Advertiser Ref	

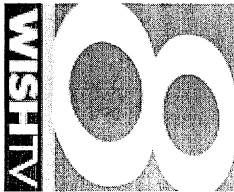
Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
1	WISH	Daybreak @ 6	558-7a		to						
	WISH			10/16/12 to 10/22/12	2x	M-WTF--					
	WISH			10/19/12	:30	6:44 AM	DSIN1205H		\$650.00		2
	WISH			10/22/12	:30	6:30 AM	DSIN1205H		\$650.00		1
2	WISH	CBS This Morning @7a	7-8a		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/17/12	:30	6:59 AM	DSIN1205H		\$500.00		1
3	WISH	Price Is Right	1058-12p		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/17/12	:30	11:59 AM	DSIN1205H		\$750.00		1
4	WISH	Noon News	1158a-1230p		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/22/12	:30	12:22 PM	DSIN1205H		\$900.00		1
5	WISH	CBS Sunday Morning	858-1030a		to						
	WISH			10/15/12 to 10/21/12	1x	-----S					
	WISH			10/21/12	:30	9:59 AM	DSIN1205H		\$1,500.00		1
6	WISH	Anderson Cooper	357-5p		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/18/12	:30	4:41 PM	DSIN1205H		\$300.00		1
7	WISH	News 8 @5p	5-530p		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/22/12	:30	5:23 PM	DSIN1205H		\$900.00		1
8	WISH	News 8 @ 530p	530-6p		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/22/12	:30	5:54 PM	DSIN1205H		\$900.00		1
9	WISH	News 8 @6	558-630p		to						
	WISH			10/16/12 to 10/22/12	1x	M-WTF--					
	WISH			10/18/12	:30	6:13 PM	DSIN1205H		\$900.00		1

Subject to our standard terms and conditions located at [www.linmedia.com/multiplatform-ad-solutions](http://www.linmedia.com/multiplatform-ad-solutions).

We warrant that the "actual broadcast" information shown on this invoice was taken from the program log and will be available, upon request, for inspection by the advertiser or agency for at least twelve (12) months from the date of this invoice. If you are unable to resolve a payment dispute with your station, please call 1-317-704-8747 to reach our Accounts Receivable department. If you wish to report possible misconduct, you may reach our compliance hotline at 1-877-365-3072.



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Alt Order #	06863878
Deal #	
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Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	

IDB #	
Advertiser Code	49
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Agency Ref	IN3307/TO232
Advertiser Ref	

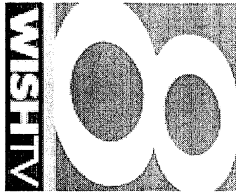
Line	Channel	Description	Time	Day	Date	Length	Aired Days	Ad-ID	Rate	Reconciliation	Ref #
10	WISH	News 8 Weekend/Sunday	558-7p		10/15/12 to 10/21/12	1x	-----S				
	WISH			Su	10/21/12	:00			<del>\$800.00</del>	See MG 10.2	1
	WISH	ET/Inside Edition	658-8p	M	10/22/12	:30	7-21 PM	DSIN1205H	\$800.00	MG for 10.1 10/21	2
11	WISH	Inside Edition	658-730p		10/16/12 to 10/22/12	1x	M-WTF--				
	WISH			W	10/17/12	:30	7-13 PM	DSIN1205H	\$850.00		1
12	WISH	Entertainment Tonight	728-8p		10/16/12 to 10/22/12	2x	M-WTF--				
	WISH			W	10/17/12	:30	7-48 PM	DSIN1205H	\$900.00		2
	WISH			Th	10/18/12	:30	7-28 PM	DSIN1205H	\$900.00		1
13	WISH	Tues 9-11p	9-11p		10/15/12 to 10/21/12	1x	-T-----				
	WISH			Tu	10/16/12	:30	10:59 PM	DSIN1205H	\$6,000.00		1
14	WISH	News 8 @ 11 M-F	11-1135p		10/16/12 to 10/22/12	2x	M-WTF--				
	WISH			W	10/17/12	:30	11:13 PM	DSIN1205H	\$1,500.00		1
	WISH			F	10/19/12	:30	11:23 PM	DSIN1205H	\$1,500.00		2
15	WISH	News 8 @ 11 Sunday	11-1130p		10/15/12 to 10/21/12	1x	-----S				
	WISH			Su	10/21/12	:30	12:09 AM	DSIN1205H	\$1,500.00		1
16	WISH	NCAA Football	NCAA Football		10/15/12 to 10/21/12	1x	-----S-				
	WISH			Sa	10/20/12	:30	3:29 PM	DSIN1205H	\$700.00		1
<b>Aired Spots</b>											<b>19</b>

**Gross Total \$22,600.00**

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Agency Commission **\$3,390.00**

Net Amount Due **\$19,210.00**

Payment Terms 30 Days

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